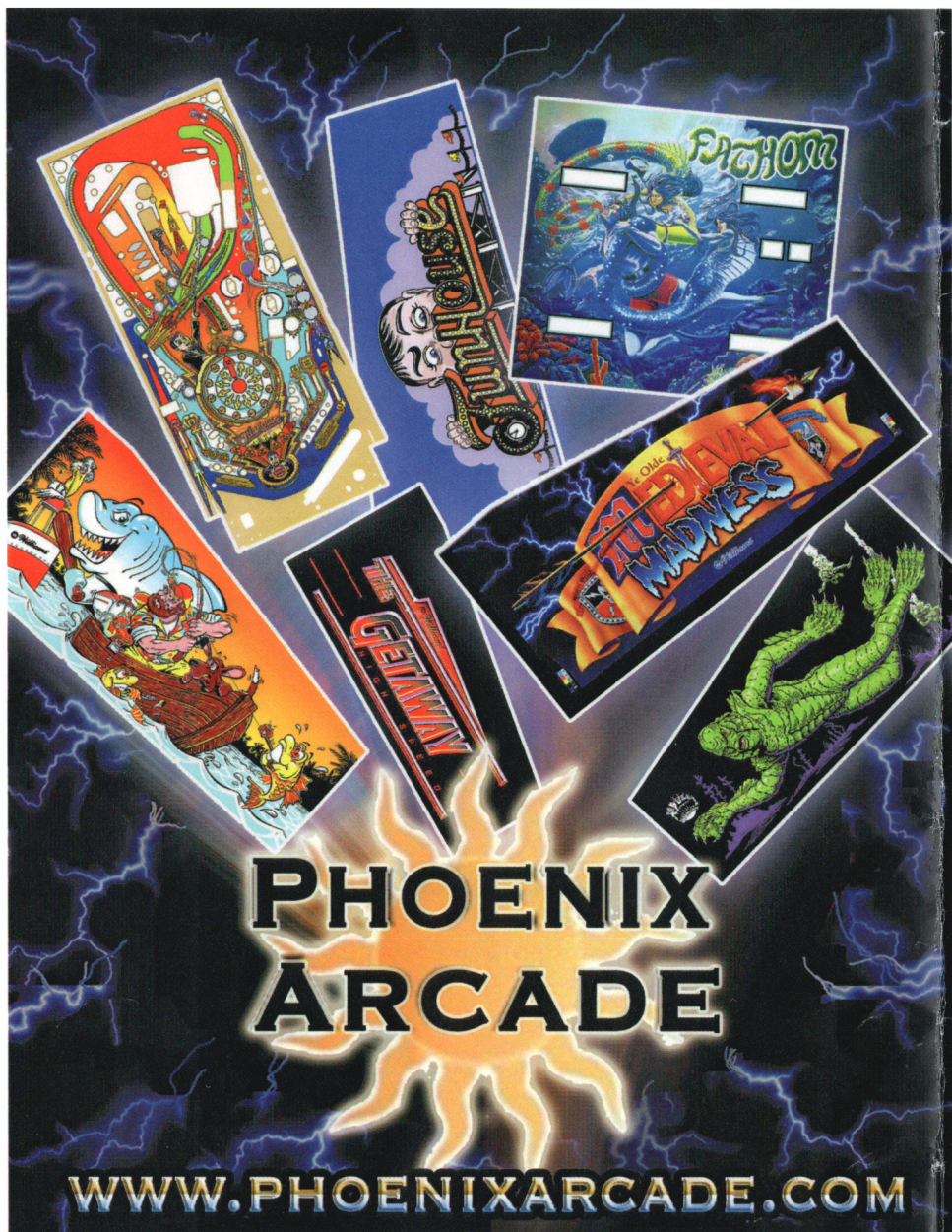




California Extreme 2006

July 8-9

San Jose, CA



This year we put the "X" in California Extreme!

Welcome to our tenth show...the big "X"! **California Extreme** was founded on the idea that games can bring people together, and collectors of classic arcade games (as well as the people who like to play them) deserve special recognition. The American amusement arcade may be vanishing from the landscape, but those who remember purchasing fun a quarter at a time can relive the happy times at our show...without quarters!

Save your coins for the laundromat, all games are on free-play! All we ask is that you be respectful of aging equipment; every machine here is a prized part of someone's collection that has been generously brought to the show to share with you. We also request that you respect your fellow gamers at the show...please don't hog games! It's all about fun today, so press a start button and get ready to clobber an alien or two...maybe you'll be inspired to start your own classic collection!

Your Hosts, the CA Extreme Team!



Left to right, Mike Louie, Chris Knight (rear), TJ Beyers (kneeling), Tom Bombaci, Scott Evans (rear), Mark Birsching (kneeling), Ken Chaney (rear), Jonathan Koolpe, Bob Ellingson

Hey, did the show merely whet your appetite for fun? Would you like to buy or rent a game for your home or office? Got one that needs repair? Get in touch with one of the folks above, they can help!

Show Schedule

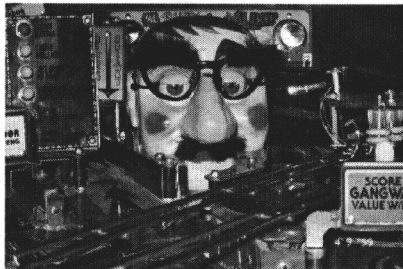
See Notice Board at Registration for location of special events, and for any changes to the schedule below. Pay attention, the times listed below may be adjusted, depending on availability of staff/resources! Drawings will be held at various times throughout the show, keep listening to the PA system. See pages 6 - 8 for details about the speakers and seminar topics.

Saturday, July 7

11:00 AM	Doors Open to General Admission Public
Various Times	"Pinball Rodeo & Tag-Team Pinball!"
12:00 Noon - 7:00 PM	Qualifying Rounds, Pinball Tournament -- see pg. 15
12:00 Noon	"The Making of Robotron" -- Eugene Jarvis
1:00 PM	Atari Panel Discussion
2:30 PM	Video Game Expert Panel Discussion
4:00 PM	"Artists and Arcades" --
4:00 PM	"How To Play Pinball" Clinic by Bowen & Jim
5:00 PM	"Playland Not-At-The-Beach" -- Richard Tuck
6:00 PM	"The Future of Pinball" -- Greg Maletic, Greg Dunlap
6:00 PM	No Limit Pinball tournament begins -- see pg. 11
7:00 PM	"How To Play Pinball" Clinic by Bowen & Jim
7:00 PM - 9:00 PM	"No-Limit Pinball" Match-play Tournament
9:00 PM	"Mechanical Monsters Revealed!" -- Lobby
9:00 PM - 11:00 PM	More Qualifying Rounds, Main Pinball Tournament
12:00 Midnight	Everybody out!

Sunday, July 9

11:00 AM	Doors Open to General Admission Public
11:30 AM - 2:30 PM	Yet More Qualifying Rounds, Pinball Tournament!
12:00 Noon	"How To Play Pinball" Clinic by Bowen & Jim
2:30 PM - 3:00 PM	"Atari Film Festival" -- Multimedia
3:00 PM	Pinball Tournament Finals begin
3:15 PM	Grand Prize Drawing
9:00 PM	Everybody out! Thanks for coming, see you next year!



COLLECTOR RESOURCES



Do your spouse or co-workers avoid you when they see you coming because they're sick and tired of hearing your new Asteroids high score? Tired of getting a blank stare every time you have to define dedicated vs. JAMMA?

No problem!

There are several resources on the 'Net for arcade collecting help and general chat.

1. Usenet. Subscribe to [rec.games.video.arcade.collecting](#), [rec.games.videoarcade.marketplace](#), [rec.games.pinball](#). For those that do not have access to Usenet directly, give Google Groups a spin. This is the new and improved DejaNews.
2. KLOV (Killer list of Video Games messageboard). Many collectors have moved to KLOV for various reasons. The message board is loaded with useful information and a bunch of friendly people.
3. BYOAC (Build your own Arcade controls message forum) Geared to the do-it-yourself'er, this board also has useful arcade chat.
4. The Vectorlist. The Vectorlist is an awesome resource for vector based games (Asteroids, Battlezone, Tempest, etc...) A great group of helpful and friendly people.

SPEAKERS AND SEMINARS

(Times subject to some adjustment, check the Notice Board at Registration for updates!)

Various times throughout the show

Wild West Pinball Rodeo

Dann Frank and the Pinball Rodeo will once again make an appearance at California Extreme. Try out some of the zany, modified machines to see how you stack up! Can you operate the flippers with your feet? Can you excel at Tag Team Pinball? There's only one way to find out!

4:00 PM & 7:00 PM Saturday, 12:00 Noon Sunday

"How to Play Pinball" - Clinic with pinball champs Bowen Kerins and Jim Belsito. Learn the tricks and techniques - straight from the wizards themselves! Note, these seminars will be held in the lobby.

12:00 Noon Saturday

The Making of *Robotron* - Eugene Jarvis



Eugene Jarvis is well-known to classic video arcade gamers as part of the "Vid Kidz" team who developed some of the most popular arcade games of all time, including ever-popular favorites such as *Defender*, *Robotron*, and the *Cruis'n* driving series. He has also had a hand in software and sound development for such classic pinball machines as *High Speed*, *F-14 Tomcat*, and *Firepower*. Eugene continues to be very active in the arcade field creating many modern games including *Target Terror* and *The Fast and the Furious* as part of his own studio, Raw Thrills, Inc.

We will be treated to the inside story of The Making of *Robotron*, as well as tales from the video game industry from its fledgling beginnings to the present.

1:00 PM Saturday

Atari Panel - Al Alcorn, Eugene Jarvis, Steve Ritchie, Ed Rotberg, Owen Rubin

Legends of the pinball and video game industry meet up in what is sure to be a lively discussion. These are the people who have created the games we all love - hear them discuss the stories behind the creation of those games.

2:30 PM Saturday

The return of Video Game Expert Panel!

Join a panel of classic video game experts as they offer a variety of tips, tricks, and strategies on some of your favorite video games. These guys have been playing the classics and honing their skills for over 2 decades now. Several classics will be discussed including *Tempest*, *Centipede*, *Frogger*, *Moon Patrol*, *Pengo*, *Indiana Jones*, and even some not as well-known (but still fun) classics such *Tutankham* and *The Glob*. What secrets might they reveal to help you improve your scores? Join them to find out!

Continued, p. 7

SPEAKERS AND SEMINARS (Continued)

4:00 PM Saturday

"Arcades and Artists" - Jean Baudin, Ed Cassell, Dan Fontes, and Kevin Tiell

Arcades, their environment, and the games they contain have been a big influence on popular culture. See and hear how these artists have taken that influence and turned it into expression of their own.

Jean Baudin has created bass guitars with arcade-inspired looks, and has developed a distinctive style of playing to express melodies from the arcade as well as original music. You won't believe what Jean can make the bass do!

Ed Cassell and Dan Fontes have created murals for Playland-Not-at-the-Beach and other public places - not to mention the amazing pinball floor at the former For Amusement Only in Berkeley. Hear about the process of creating a mural that meets the needs of the location and how the artist expresses that need.

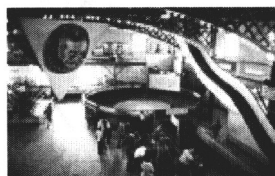
Kevin Tiell has developed a series of pinball-eye-view photographs that show a side of the game you may have never considered. He will be discussing his approach to making these beautiful photographs.

5:00 PM Saturday

"Playland-Not-at-the-Beach" - Richard Tuck

Several decades ago California had a bevy of seaside amusement parks stretching from San Diego to San Francisco. Today only the Santa Cruz Beach Boardwalk exists. The most beloved park in Northern California was Whitney's Playland at the Beach which lasted from 1928 to 1972. This year a non-profit family fun center / museum is opening in the Bay Area commemorating all the bygone amusement centers of the past.

Titled Playland-Not-at-the-Beach, the museum features memorabilia and attractions from Playland as well as Sutro Baths and the Cliff House (which were also owned by the Whitney family). Highlights of this family fun center / museum are Circus World (featuring the West Coast's largest hand-carved miniature circus), Santa's Village (commemorating another defunct Northern California park), Dark Mystery (celebrating spooky dark rides), a Penny Arcade, a large pinball arcade with classic and modern machines, the Carousel Carnival (win a stuffed animal!), and two Laughing Sals, two 2-headed babies and the world's only 4000-year old farting mummy! Admission to this amazing place will be free, and all the games are set on free play. In this presentation the Master of Fun Richard Tuck will give us a behind-the-scenes tour of what's to come.



SPLAKERS AND SEMINARS (Continued)

6:00 PM Saturday

"The Future of Pinball" Documentary: Meet the Director
Greg Maletic and Greg Dunlap

In 1998 pinball was dying, thanks to a saturated market and shrinking player base. Williams, the world's largest pinball manufacturer, was considering abandoning the game in favor of the more lucrative video slot machine business. "The Future of Pinball" is a documentary that tells the story of *Pinball 2000*, a clever attempt at resuscitating pinball that failed just at the moment a lot of people thought it might succeed. A "Soul of a New Machine" for the pinball world, "The Future of Pinball" is a compendium of interviews with legends of the pinball industry, photos, and films of the best games the industry has produced. It's a story about personality and passion, of bold success dizzily followed by stunning failure.

Come meet the Director of "The Future of Pinball", Greg Maletic, where he'll show clips, discuss the making of the film and the release of the upcoming DVD. Former Williams employee and pinball software designer Greg Dunlap is expected to also be on-hand to tell his story of the demise of pinball at Williams.

9:00 PM Saturday

"Mechanical Monsters" - Ken and TJ

Get a peek at the guts of some of the odd mechanical machines at the show to see what makes 'em tick, click, buzz, bang, sing, and clang. If you have a machine you would like to open up and discuss, let us know and we'll be happy to include your knowledge in the presentation. Meet up in the lobby to join this group.

HIGH SCORES ARCADE



A website dedicated to collecting scores for classic and modern arcade and pinball games. All players are welcome to send in their scores. Searchable database includes game, player and state searches. Includes monthly contests, articles about the arcade and pinball hobby, and more. Send in your scores today!

Recognizing Players Worldwide
www.hightscoresarcade.com

How did we get to



In 1997 a confluence of events and people came together to give the SF Bay Area its very own Arcade & Pinball collector's show. It was not a new idea, industry shows like AMOA had been held around the country for decades. For those not in "the industry", Pinball Expo in Chicago was the grand-daddy of pinball get-togethers, bringing together collectors, players and vendors as well as industry names. There were several east-coast shows of note, and closer to home, Pinathon had been held in the Sacramento area for some years, as well as a few coin-op and pinball shows in southern California and Las Vegas. But the Bay Area, home to Silicon Valley and Atari, with its concentration of high-tech workers looking to celebrate the high (and low!) tech amusements of their youths, seemed ripe for a show of its own. By this time, arcade videogames had been around long enough to have some titles be acknowledged as "classics" and were deserving of representation along with their pinball forfathers. Collectors were saving the worthy along with forgotten gems, and wanted to share.

The brainstorm for the first "California Extreme" game show was tossed around amongst champion collectors, primarily Ken Chaney, TJ Beyer, Brad Martinson, Alan Whittle and Mike Louie. What was needed? An enclosed space with power and parking, a few days ahead of time for set-up and testing games, and willing collectors, exhibitors and players! A venue was located in San Jose's Town & Country Village shopping center, and plans were set in motion. The empty store was cleaned up, the collector network was pinged for volunteers and exhibitors, air-conditioning and power distribution were kluged into providing a modicum of service with a minimum of sparks, and the word was put out to show up for a weekend of coinless arcade fun.



From this...

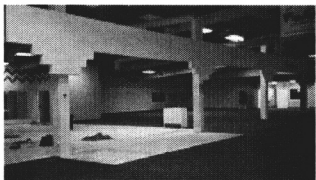


To this, after only a few gallons of sweat!

It was so much fun, we did it again the following year! The abandoned bookstore site was still available the next year, nobody died or even got badly wounded, and memories of all the hassles had been lost to amnesia after a year, so we took heed of the lessons learned at the first show, and made a better show for 1998. We had a show program (like the one you are holding) listing the events schedule (including guest speakers!) and identifying the hosts (including new insane volunteers like Dean Golden, John Cassiday, Tim Paule and Bob Ellingson). We also got a large generator to park outside and power a portion of the games, avoiding the peripatetic blackouts we suffered the first year! Progress! Onward and upwards! Game on!

How did we get to X? (cont'd)

The following year (1999), we wanted more space, and found it at the former Playland arcade site, still in Town & Country Village. It seemed appropriate, and it still had the "Playland" sign...perfect! We also had an idea to have a special feature attraction: We were able to round up all the production Atari pinball games, as well as a prototype or two. There was still a lot of cleanup and modification of the site to make it workable, but our friendly force of volunteers got the job done...just in time!



Hey, we could put on a show here!



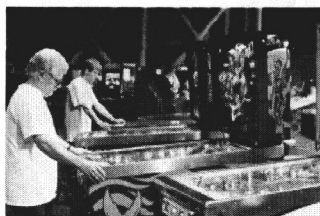
Getting Atari pins ready...

After this show, it had gotten to be an expected, yearly thing. Each show got easier as participants learned the ropes, and horizons expanded to encompass more ideas. We were aided by more crazy co-conspirators, like Scott Evans, Dale Luck, Mark Birsching, Chris Knight, Tom Bombaci, and many others. The Town & Country site was no longer available (too bad, even though it had non-functional air conditioning, it was cheap and had free parking!), so we stepped up and went big-time in 2000 at Parkside Hall in San Jose. That year we partnered with the Vintage Computer Festival (they had the "B" hall, we were in "A") and made sure to mention that it was air-conditioned in our flyer! Following shows we forged ahead on our own.

Our show for 2001 was the first with a real "theme", which naturally was based around the movie "2001", but it was nearly canceled as it was scheduled for September 15 & 16, four days after the World Trade Center and Pentagon attacks...flights were grounded, our program covers (first ones in color) were stranded at the printers in the midwest, our special guest feature "Laser-Mame" was likewise grounded, and people were uncertain of the mood so soon after that devastation...but we forged ahead, figuring that some small amount of joy could be useful if tastefully presented. During load-out on Sunday, the planes started flying again, and the ones soaring on the flight path to SJO overhead were quite spirit-lifting.



Man, this place is big!



Plenty of elbow room, play on!

We've been at Parkside ever since, even through changes of management in San Jose's Convention staff, we had the "Time Warp" show, the "Class Reunion" show, the "Return of the Wild West" show, "Invaded", and now "X", our decimal effort. Will we be here next year? Will you? Stay tuned!

Meanwhile, have fun and enjoy the show!

**To the show that celebrates the classics...
...from the company that is bringing the
classics back to life!!!**



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the Year!"

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Add another dimension to your Attack from Mars pinball machine with our mini-saucer LED enhancement kit!! This kit adds an animated ring of LEDs to the six miniature flying saucers on your game. The fleet of martian ships come alive as the lights dance, chase and interact with the game!!



This kit made its initial debut right here at the California Extreme show in 2004. Now is your chance to get kit for your game as we complete the latter half of our successful third run.



Revenge from Mars owners, your time has come!! The long awaited RFM version of the kit has been completed and is now available.

Visit us at <http://www.ufopinball.com/> for full details!!

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CA EXTREME PINBALL TOURNAMENT

Rules - Prizes - Information

— Go Ahead, Have a Go! —

Join the fun...even if you are a beginner! We have separate divisions for seasoned "pros" as well as novices...and you could be a wild-card winner no matter how you do! There is nothing like competition to sharpen your skills...remember, "It's More Fun To Compete!"

These rules are the preliminary version that was available at press time, there is a longer and more detailed, up-to-date version available on the day of the show. Check it out if you like; we have copies in the tournament area.

— What's The Deal?? —

This year's CAX pinball tournament has two divisions. Play by choosing three of your favorite games from our tournament banks, and having your scores compared against all other players in your division. Each qualifying run is scored, and the best qualifiers move on to the final rounds.

If you play in B Division, you have a chance to make the finals no matter how you play by becoming one of our randomly-picked Wild Card qualifiers. So stick around on Sunday afternoon even if you don't qualify, since you might be picked as one of the wild cards!

Special thanks to the folks from PAPA, the biggest name nationwide in pinball tournaments, for their support of our tournament. Visit www.papa.org for more information about PAPA and their upcoming tournaments.

— Hey you, volunteer! —

We are always in need of helping hands in the tournament area. If you are willing to spend some time helping us out, we would really appreciate it. Talk to any CAX staff member if you are interested in helping. Thanks for your support!

— Prizes —

A Division: 1st Prize: \$500, 2nd Prize: \$200, 3rd Prize: \$50

B Division: 1st Prize: \$150, 2nd Prize: \$75, 3rd Prize: \$25

Prizes subject to participation levels. We may raise or lower these prizes based on how many people are playing. So play already!

— Schedule —

Saturday: Qualifying 12:11 pm - 11:12 pm

Sunday: Qualifying 11:32 am - 2:31 pm

Finals: Sunday, 3:04 pm until we crown the champs!

— Entry Fees —

A Division: An entry consists of three games in one qualifying run. Each entry costs \$10.

B Division: An entry consists of three games in one qualifying run. Each entry costs \$5.

— Qualifying Runs —

Each entry is a qualifying run of three games played on three different machines in the group of machines reserved for the division you enter. When you first get your entry, we will ask you which three games you would like to play in that qualifying run.

When your run is over, we will tally your scores by ranking them against everyone else in your division (see Scoring below). You can enter as many times as you like, and may select different games each time or keep playing the same three.

(Continued on page16)

CA EXTREME PINBALL TOURNAMENT

(Continued from page 15)

— Ending a Qualifying Run —

A player may choose to "abandon" a qualifying run at any time during the run by informing a tournament volunteer. Otherwise, a player's qualifying run ends when they complete their third game. At this time, and only at this time, a player may choose to have their entire run "voided", which is equivalent to it being abandoned.

— Scoring —

**** IMPORTANT!! ****

To score a qualifying run we assign a number of points to each game played based on the position of that score relative to all other scores on the same machine in qualifying. The score for a qualifying run is the sum total of the three game scores for that round.

A player's total score is NOT their best three games from the weekend, but their best qualifying run. In other words, players cannot "mix and match" scores from several different runs.

A single 1st place score is roughly equivalent to three 11th place scores. Scores below the top 50 will not receive points. Here is a full table of the number of points awarded for each position:

<u>Rank</u>	<u>Score</u>	<u>Rank</u>	<u>Score</u>
1st	100 pts	17th	19
2nd	90	18th	17
3rd	81	19th	15
4th	73	20th	14
5th	66	21st	12
6th	59	22nd	11
7th	53	23rd	10
8th	48	24th	9
9th	43	25th	8
10th	39	26th	7
11th	35	27th - 28th	6
12th	31	29th - 30th	5
13th	28	31st - 32nd	4
14th	25	33rd - 36th	3
15th	23	37th - 40th	2
16th	21	41st - 50th	1
		51st & up	NADA!

— Scoring, Cont'd —

For example, a player who finishes 5th on Beavis, 12th on Go Girl, and 23rd on Goth would be worth $66 + 31 + 10 = 107$ points. Note also that all scores are ranked, so you will be ranked against all of your own completed entries as well as those of opponents.

— Rules of the Games —

All non-EM games will be set for three balls, with no extra balls. If you are somehow awarded an extra ball, STOP, and tell us about it. Playing the extra ball would be an unfair advantage.

All attempts will be made to remove random awards.

Any attempt to rescue a ball after it has "drained" (fallen below the flippers or gone through an outlane) will void your game's score. If the ball magically hops back onto the flipper on its own, PLAY IT!

See our detailed version of the rules for more information, including the nitty-gritty about malfunctions and what all else.

— Making it to The Finals —

In the **A Division**, the eight players with the highest qualifying run scores will qualify for the finals.

In the **B Division**, the six players with the highest qualifying run scores will qualify for the finals. Two wild card qualifiers will be selected among all entries in the B Division by random draw. Players must be present to claim wild card qualification.

A player cannot qualify for the finals in more than one position in either division.

(Continued on page 17)

CA EXTREME PINBALL TOURNAMENT

(Continued from page 16)

— "A" Division Finals Format —

The **A Division** Finals consist of head-to-head, two-player matches. CAX will select the machines which will be used in each game of the finals. Machines may be selected from either qualifying bank, or from the event hall.

In the first game of any match, the higher-seeded player selects the order of play (first or second). In each subsequent game of the match, the loser of the preceding game selects the order of play.

The first and second place qualifiers receive byes into the second round.

— "B" Division Finals Format —

The **B Division** Finals consist of four-player matches with three games in each match. Each game of a match is scored using the following scoring format:

1st Place = 10 pts., 2nd Place = 5 pts., 3rd Place = 1 pt., 4th Place = 0 pts.

At the end of the three games, the two highest-scoring players in each group will advance to the final round. In case of ties, a final head-to-head game will determine who advances.

— "B" Division Finals, Cont'd —

In the first game of each match, the highest-seeded player (from qualifying) selects their position (first through fourth), then the second-highest-seeded player selects from among the remaining three positions, and so forth.

In subsequent games, the winner of the previous game chooses first in the next game, followed by the second-place finisher from the previous game, and so forth.

— More Rules! —

CAX reserves the right to make whatever decision seems appropriate should something happen that is not specifically covered by these rules. In any case, CAX's decision is final, so there.

This is a family show! Watch your mouth, you! Failure to maintain a family-friendly attitude (including, but not limited to, swearing, kicking, biting, stealing, or Stewie-esque tantrums) may result in disqualification, forfeiture of any T-shirts, and das boot from the event.

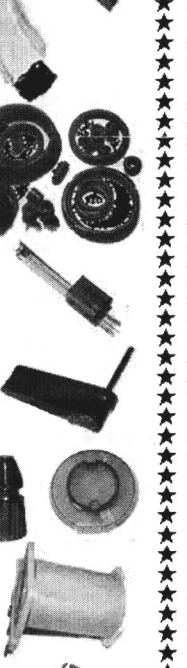
Still confused? Ask one of the tournament attendants for a copy of the full rules, there may have been late changes!





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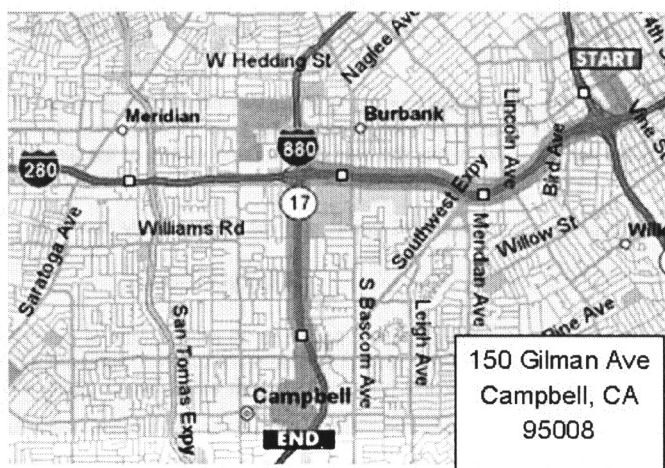


CA Extreme 2006 PARTS SPECIALS!*

* July 7-9 Pickup Only, While Supplies Last, Maximum Quantities on some items. Can order any parts from the Bay Area Amusements store

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NO LIMIT PINBALL TOURNAMENT

-- What Is It? --

In addition to our regular "Pinburgh"-type pinball tournament, we are proud to present a new type of pinball tournament...No Limit Pinball! We premiered it last year at CAX 2004 and it was a hit! If you've seen the World Series of Poker, imagine that carried over to a pinball table. Enter once, and we'll give you a bank of points (like a 'stack'). Keep playing matches until you're out of points, or you're the last one standing! We'll give prizes to the last four remaining players. Total prize pool is expected to be \$900.

-- When Is It? --

The tournament starts promptly on Saturday at 6:00 pm. It is expected to run about 4 1/2 hours, with a 20-minute break after 2 hours.

-- How to Play --

Each entry is \$30 for 200 points in the bank (no, you cannot buy more). Games cost an increasing number of points over time: starting with 20 points per player, and increasing every 20 minutes.

At the end of each ball is a round where any player can risk more of their points -- they can even go 'all in' and risk everything (it's No Limit Pinball). Any players willing to match ('call') the risk continue to play the next ball, and the winner of the game takes all the risked points at the end. ("Second place is the first loser!")

(Once you've played ONE game, you will know exactly how it all works.)

-- Registration --

This match play tournament is limited to 30 players (and is may be full by the time of the show!). To pre-register, contact Bowen Kerins at the tournament reg. table. Pre-registrations will be held until 2 hours prior to the event (which starts PROMPTLY at 6:00 pm, Saturday).

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Dandy Amusements

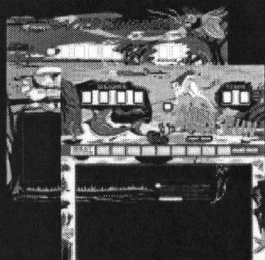
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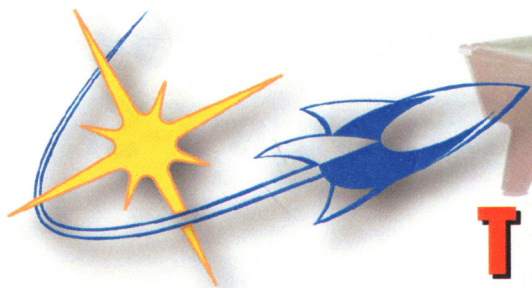


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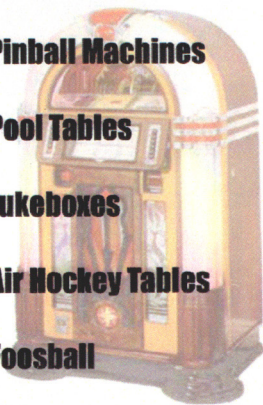


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